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UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

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INTERNATIONAL
MARKETING

OFFICES

Springfield Office

Illinois Department of Agriculture
Division of Marketing
Agriculture Bldg./State Fairgrounds
Springfield, Illinois 62706
Telephone: 217-782-6675
Telex No.: 910.242.0514
INTL MKT SGF
Contact: Richard Vogen

Chicago Area Office

Illinois Department of Agriculture
Division of Marketing
1010 Jorie Blvd.
Oak Brook, Illinois 60521
Telephone: 312-920-9256
Contact: Jim Sevcik

European Office

Illinois Department of Agriculture
European Office
Place du Champs de Mars 5, BTE 14
1050 BRUSSELS
BELGIUM
Telephone: 512-01-05
Telex I: 846.61534
ILLBUS B
Contact: Max Meester

Latin American Office

(Only Dept. of Commerce & Community Affairs)
State of Illinois, Latin American Office
P.O. Box 7801
01000 Sao Paulo SP, BRAZIL
Telephone: 256-6206 or 259-2718
Telex I: 011.23.23.1
PANA BR
Contact: Hank Smallwood

Far East Office

Illinois Department of Agriculture
Far East Office
New Sincere Bldg., Suite 1304
173 Des Voeux Road, Central
HONG KONG, B.C.C.
Telephone: 5-451099
Telex I: 780.74154
AGBED HX
Contact: Hudson Wong



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BACKGROUND

The Illinois Department of Agriculture first became involved in overseas market promotion in 1968 utilizing one individual based in Springfield. Since that time it has added an office in the Chicago area and expanded into Brussels and Hong Kong.

The staff was instrumental in forming a regional council designed to promote midwest agricultural products overseas. Hence, the Mid-America International Agri-Trade Council (MIATCO) became a reality in 1970. Over the years department representatives have helped send Illinois companies to some of the most prestigious food shows -- ANUGA, FOODEX, SIAL in the world. They have also sponsored trade missions with delegations from many countries, including the Peoples Republic of China, Africa, Japan, the Middle East, Germany, and Sweden.

Through the years many seminars dealing with current issues facing international agriculture have

been sponsored by the Division of Marketing. The Division's trade lead referral system has become one of the most outstanding ones in the country, linking Illinois companies with foreign buyers.

The Division was the recent recipient of a Presidential "E" Award for "excellence in export services." Selection was based on services offered, overall successes in marketing assistance and innovative strategies. In particular, Illinois was cited for its outstanding trade lead referral system and the unusually high number of international food shows it has participated in over the years.

In the future, export market development will continue and efforts will be made to improve its effectiveness. The International Marketing Section of the Illinois Department of Agriculture will continue to help maintain Illinois' position as this country's leading agricultural exporting state.

Return
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Necessary

Illinois Department of Agriculture
International Marketing Program
Agriculture Bldg./State Fairgrounds
Springfield, Illinois 62706

FORWARD

The State of Illinois is blessed with some of the richest agricultural resources in the USA and in the world. Illinois farms and industries produce abundant supplies of high quality foods and agricultural products that have gained acceptance worldwide.

The food and agricultural industry of Illinois is one of the largest of any state in America, and more agricultural products are exported from Illinois than from any other state.

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BOOKSTACKS

New and expanded markets at home and abroad are vital to our agricultural industry. The Illinois Department of Agriculture is committed to introducing products from our state to people in any part of the world.

The International Marketing Program is designed to serve the needs of exporters of Illinois foods and agricultural products. Please contact me or any of our marketing offices if you need our assistance.

Larry A. Werries
Director

SERVICES

Illinois Staff (Springfield and Chicago)

- Provide international trade consultation to exporting firms
- Provide management for Illinois firms to participate in international trade shows
- Coordinate and host trade missions composed of Illinois marketing officials and agricultural businessmen
- Operate a trade lead referral system to Illinois exporters; disseminate trade leads originating from foreign offices and other sources

- Conduct market research activities
- Publish a monthly newsletter to Illinois exporters entitled "Export Update", outlining upcoming events and new trade developments
- Publish an Illinois Agricultural Buyer's Guide for use by potential importers of Illinois products
- Conduct export seminars for current or potential exporters
- Act as liaison with other promotional, government, and industry groups.

Foreign Staff (Brussels, Hong Kong and Sao Paulo)

- Generate trade leads for Illinois agricultural products
- Arrange business appointments for Illinois businessmen
- Conduct foreign market research
- Provide management and Illinois representation at international trade shows and functions
- Provide intelligence information on specific foreign buyers and importers
- Develop itineraries for and coordinate trade missions in their respective geographical areas
- Work with foreign government entities to clarify trade matters
- Cooperate with other overseas American government and commercial entities to facilitate exports of U.S. products
- Provide foreign language capabilities to Illinois firms and representatives while overseas
- Provide office and meeting facilities to Illinois businessmen
- Provide telex and communication capabilities

INFORMATION

If you are interested in seeking further information on the International Marketing Program of the Department of Agriculture please return this card with the following information. Be sure and include postage.

Name _____ Co. Name _____

Address _____ Phone # _____

Telex # _____ Cable # _____

Brief description of business activity _____

Information desired _____